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# The macdonald Journal

JANUARY 1972



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THE MACDONALD LASSIE



# THE macdonald Journal

JANUARY 1972

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## Journal Jottings

There is an advertisement that  
appears occasionally in our daily  
newspapers under the "Help  
Wanted" column which starts off  
with the following words in extra  
large type: "HEAD SHIPPER." My  
imagination runs wild each time I  
see this ad. I vividly picture the  
conveyor belts in the assembly  
room; I wonder about packaging,  
and most of all I wonder what kind  
of person receives these  
shipments. But I just got my  
come-uppance today. I've spent  
ours "head hunting" and the only  
ad I wanted to do something to,  
unfortunately, was my own.

"head" or headline in  
journalistic jargon is a title for an  
article but this month's feature is  
comprised of several articles each  
with its own head — or as it turns  
out subheads — Beef, Dairy, Pork

and so on. The problem was to  
find one head which would  
encompass all the articles. As the  
wastepaper basket filled up with  
puns, clichés and overused  
adjectives, my head got emptier  
and emptier. I did, finally, come up  
with an idea as you will see on  
page three but much more  
important than all this is the  
material that follows.

The beginning of a new year is  
traditionally stock-taking time  
and the Journal took advantage of  
this tradition to ask several  
contributors for a reflection-outlook  
article in the particular sphere of  
agriculture in which we consider

them well versed and which we  
felt would be of special interest  
to our readers. And as an  
introduction to this feature, may I  
point out that one would be well  
advised to read Dr. D. L. Mac-  
Farlane's Guest Editorial "Canadian  
Agriculture: 1971."

Once you have had an opportunity  
to read this issue I'm sure you  
will agree that there are some  
good "heads" around the  
Macdonald Campus.

Hazel M. Clarke



## Canadian Agriculture — 1971

The year 1971 was a period of achievements and steps backward in Canadian agriculture. In the former category, the achievements, the most notable was the progress made by the Canadian Wheat Board embracing a selling posture. The philosophy of "store don't sell" was clearly changed and the results in terms of export of wheat and feed grains are there for all to see. But we need still more aggressive sales policies.

The other notable achievement was in the dairy industry where the number of farms producing industrial milk was substantially reduced. This means that the industry is moving toward larger scale units, and thus greater efficiency. If this continues for a few more years, the dairy industry could become efficient enough to get along without the large federal subsidies.

On the other side are those areas of concern about current agricultural policy developments. The major one is the apparent flouting by provincial marketing boards of the Canadian constitution. At worst, we are faced with the creation of 10 independent and non-competing agricultural economies. FEDCO, here in Quebec, started us down this road. The cost of such developments to the Canadian consumer would be prodigious. And it would make it very difficult for large and efficient farms to expand their scale. At the time when Canada is faced with exceedingly difficult problems respecting its constitution, one can find little comfort in the fact that the most elementary provision of the Canadian constitution — freedom of trade

across the provincial boundaries — has ended. At least that's the way farmers organized in commodity marketing boards want it.

Two cardinal factors should guide Canadian farm policy: (1) the Canadian domestic market is so small relative to the productive capacity of Canadian agriculture, and that market will grow so slowly over the 1970s that to orient agricultural policy very largely to the needs of the Canadian market is unthinkable; and (2) Canada has a real or potential comparative cost advantage *vis-à-vis* other agricultural exporting countries in a range of farm products which account for 70 to 80 per cent of the value of Canadian agricultural output. Conclusion: putting (1) and (2) together, Canadian farm policy must move vigorously toward an international or export orientation. But we are choosing, as evidenced by FEDCO and by similar schemes in other provinces, to be narrow and restrictive — provincially oriented — in contrast to being nationally oriented, and even more important, internationally oriented.

The above issues raise an important question respecting the rural poor who tend to be adjusted out of agriculture. These are the small farms, the inadequately capitalized farms, the farms situated on poor soils or without access to good markets, and those farms where the education and skill of management are not sufficient to cope with an increasingly commercialized agriculture. The 1961 Census indicated that 70 per cent of farm operators had not completed Grade 9; only one out of 250 had a university degree (p. 23).

While this situation is improving one may still despair about the possibility of effecting solutions to the farm problems in the face of this severe constraint.

The dichotomy which exists in Canadian agriculture (1) a strong or potentially strong commercial sector, comprising something more than 100,000 farms; and (2) the balance — an economically weak, low income and poverty sector. Thus it is necessary to have: (1) policies to strengthen and expand the commercial sector of agriculture, and to render it more efficient; and (2) a broad range of income assistance and training programs for farm families in the low income sector. A strong commercial agricultural sector would not be in need of significant amounts of governmental assistance — in fact, many present forms of assistance actually discourage the development of business-oriented farms.

A recent, yet to be published, study by the Québec office of the Canada Department of Agriculture shows a remarkable capacity of Québec and eastern Ontario dairy farmers to adjust out of agriculture. Some 30 per cent of these farmers who gave up their federal dairy quotas still live in their original farm homes. And only seven per cent were recorded as "unemployed" — just a little over the national average.

Farm families have a capacity for adjustment. We should give them credit for this. The difficulties in making adjustment should not stand in the way of moving to a strong commercial agriculture.

Dr. D. L. MacFarlane,  
Chairman,  
Department of Economics.



# AGRICULTURE 1968

## AGRICULTURE 1969

## AGRICULTURE 1970

## AGRICULTURE 1971

# AGRICULTURE 1972



## DAIRY

A quick look at the dairy industry in Canada in December 1971 indicates that things are healthy — relatively healthy that is. We have been through a couple of difficult years — a period of transition, the experts call it. Transition which has been characterized by subsidy quotas, market sharing agreements, export holdbacks and other “tools” of supply management. These tools were brought into use during the past couple of years to deal with a problem of surplus production existing in the dairy industry at that time. Now in the last half of 1971, returns to industrial milk producers have increased substantially both in price at the milk plant and in reductions in Canadian Dairy Commission hold-back amounts. Before patting the

C.D.C. on the back, however, for having solved our surplus problem let us look at two hard, cold facts.

1. In the 1971-72 dairy year there were 7,000 fewer shippers with C.D.C. subsidy quota than one year earlier, a decline of 8 percent. Total milk production declined about 4 percent during the same period.
2. Production of creamery butter in Canada in 1972 will be about 50 million pounds less than domestic consumption. Stockpiles at January 1, 1972 will be so low that it is inevitable that we import some butter during the next year.

Add to this obviously chaotic situation the complete absence of any comprehensive dairy industry planning by the Government, either short term or long term, and one can readily see the difficulty of

presenting an accurate outlook for even the next year. However, one can sympathize with the dairy farmer who knows existing marketing policies only until March 31, 1972 but is forced to make breeding and selection decisions now, which will be milk in the pail three years hence.

Let's look at what happened in dairy products marketing this year. Statistics for 1971 indicate that a strong world market for dairy products existed, and accumulated surpluses in many countries have disappeared. Domestic consumption of dairy products has increased — fluid milk and cream by 2 percent — creamery butter 4 percent — cheddar and other whole milk cheese a whopping 8 percent (an important factor in Quebec as we



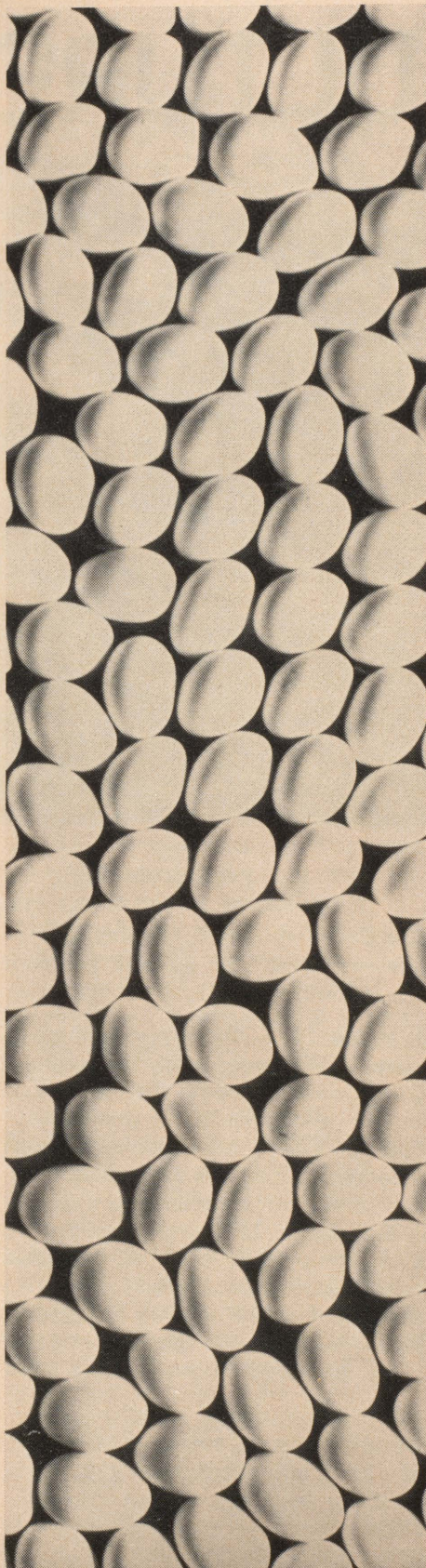
produce nearly half the nation's total). Government "offer to purchase" prices have increased this year. Butter from 65 to 68 cents, cheddar cheese from 47 to 54 cents and skim milk powder from 20 to 26 cents.

What then for 1972? Due to the increased "offer to purchase" prices and slight increases in consumption and price of fluid milk, slight increases in returns to milk producers can be expected.

In spite of this, a decline in the number of producers, and in total milk production will continue, although at a slower rate than last year. We can only hope that the large centralized producer marketing agencies now existing in Quebec and Ontario can exert sufficient pressure on the federal Government to carry out some rational long range planning to halt the decline of an essential industry in Canada.

Failing this, let us hope that some **other** country will be sufficiently endowed with foresight to help us meet our domestic requirements for dairy products. Don't laugh — the way we're going — it could happen.

Norman Campbell,  
Manager, D.H.A.S.



## POULTRY

Those in poultry production describe 1971 as "the year disaster struck". The poultry and egg industry had high feed costs, yet received the lowest returns in the past decade for eggs and slightly reduced prices for poultry meats. (The weighted average price to producers for all grades from January to June 1971, was 24.4 cents per dozen). These low returns for eggs were due to over-supply, mainly in Manitoba and Ontario. As well, the year was marked by marketing conflicts among provinces, (Quebec, Manitoba, and Ontario), and a curtailment of exports to the United States after August 15 (U.S. 10 per cent surcharge).

The poultry meat industry, particularly turkey, faced increased competition from pork, which was in plentiful supply at attractive prices to the consumer. Consumption of poultry meat has shown a steady increase since 1960. Consumers purchased about 480 million pounds of poultry meats in that year and continued to show their approval of both chicken, fowl, and turkey meats during the sixties to a point where in 1970 they bought close to 930 million pounds. Although 1971 will show purchases of over 900 million pounds, there was not the continued increase the industry had seen during the last decade.

It is very difficult to forecast what will happen in 1972 with the egg industry because of so many variables. No one, as yet, knows how effective the federal government's fowl slaughter program will be. The effects of the Marek's disease vaccination program may also have some production effects. As well, these



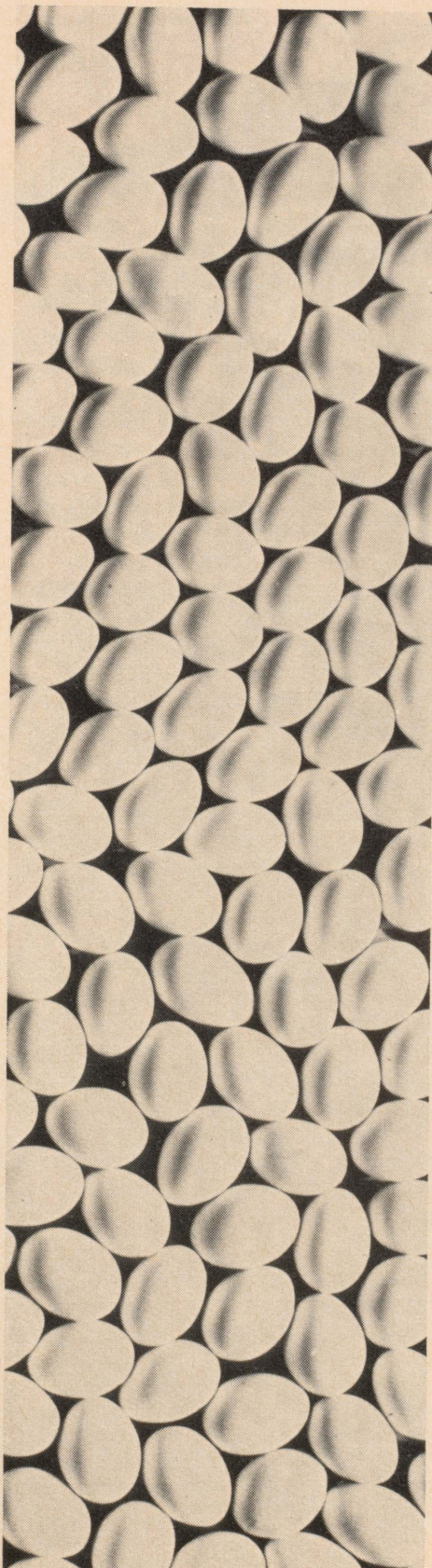
# EGGS

Factors include the extent of re-cycling of older layers and the number of pullet chicks placed. Besides the fowl slaughter program, there are no figures available as to the volume of fowl killed in the late fall and early winter months of 1971. A complicating factor from the United States is what effect the large corn crop (5.5 billion bushels) will have on egg production south of the border, which could reduce shell egg exports.

To add to this, Western Canadian farmers produced a record barley crop in 1971 and this could have more than one effect on livestock and poultry production. While lower feed costs will be welcomed by egg and poultry meat producers, they could lead to expanded hog marketing by late 1972 and thus put pressure on the poultry meat industry. Less competition is expected from pork during the first three-quarters of 1972 and, therefore, there could be a moderate increase of broiler chicken consumption during this period.

Under the provincial turkey marketing boards' agreement to reduce 1972 production by 10 per cent is ineffective, producer prices should show gradual improvement, but this will not be known until March 1972. On the other side, egg producers do not reduce their laying flocks to levels more in line with Canadian egg market requirements, the Market Outlook section of the Canada Department of Agriculture expects egg producers may encounter more trouble in 1972.

Steve Casselman,  
Lecturer,  
Extension Department.



# GRAIN CORN

The expansion of grain corn production in southwestern Québec has been remarkable since 1966. Before that year the acreage and yields were so low that the Québec Bureau of Statistics did not provide estimates of the production. However, looking back at old records, it is surprising to find that the largest acreage of corn before 1970 was planted in 1917 with a harvest of approximately 1.8 million bushels. Fourteen years later, the total harvest did not amount to 200 thousand bushels. Highest yields per acre were obtained in 1908 with an average of 33.5 bushels.

The decline in yields in Québec followed a pattern similar to that observed in the United States and is partly explained by the depletion of the soil's natural nutrients (Bray and Watkins, 1964). This effect was not felt drastically by our neighbours because new land was continuously opened to farming while in our regions climate imposed serious limitations on new developments.

Renewed interest for corn production in the United States and southwestern Ontario after World War II was not felt immediately in Québec for different reasons, one of them being the lack of investment in new technological progress which had taken place from 1935 to 1950. A breakthrough appeared in 1966 prompted mainly by the desire of commercial grain users (distilleries and feed industry) to diversify their source of supply which was almost exclusively the Chicago market. At the same time, earlier and higher yielding varieties were released and credit, although more expensive than in the past,



was more readily available. As indicated in Table 1, the increments in the last five years have been spectacular even though the Québec production accounts for a mere six per cent of the Canadian domestic supply. Yields per acre have also made sizable gains due to better adapted hybrids and a keener understanding of management practices on the part of growers.

The area of corn production is centered around the Chateauguay and St-Hyacinthe regions where heat units are sufficient to ensure reasonable maturity. (Heat units refer to the total degrees of temperature available for corn production. For more information, see D. H. Brown, 1969. Heat units for corn in southern Ontario. Ontario Department of Agriculture and Food. AGDEX 111/31.) It appears that 2500 heat units is the essential minimum for the earliest hybrids available on market to mature, and this is already remarkable since corn is originally a subtropical plant. Brawn (1968) has examined the response of corn cultivars to different climates and has sug-

gested that the hybrids commonly grown in Québec utilize sun energy more efficiently than the southern varieties. However, he acknowledged the fact that we have more hours of sunshine during the growing season and fewer pests to reckon with. This leaves the plant breeder here with more freedom to incorporate earliness and yield while his southern neighbour has to design high yielding cultivars with resistance to diseases and insects. It is interesting to note that average yields in Québec are not much lower than those obtained in the United States. The average yield per acre in the United States in 1967 was 77.8 bushels per acre, but authenticated records of 300 bushels have been established, while our yield does not reach 180 bushels.

Grain corn utilization has varied with the supply, but the industry is now relying more on local production. In 1969, 51.3 per cent was funneled in the commercial market compared with 39.4 per cent in 1968 when the production was lower by one million bushels. Hénault (1970) calculated that

38.8 per cent and 12.5 per cent of the total production were bought by feed plants and local distilleries, respectively, in 1969. According to recent reports, large quantities were contracted before the growing season in 1971 and the benefits of this practice for the growers are yet to be determined.

There is no distribution agency for grain corn in Québec and the farmer negotiates his own sale terms. According to Hénault (1970) he can dry his corn himself or pay for the drying cost and then sell it to feed plants or distilleries or he can sell his moist corn to the dryer owner who markets it. A third avenue is to sell it to other farmers. With increasing production, the creation of a distribution agency becomes highly desirable, but there are many obstacles to its formation.

A large part of grain corn is also used on the farm as animal feed. The superior nutritive value of corn makes it a valuable substitute to small grains such as barley, oats and wheat even at a higher price per bushel. Since Québec is largely deficient in grains, a larger corn production would alleviate the problems of "imports" of Western grains through the Canadian Wheat Board at prohibitive prices. It is therefore possible to envisage the establishment of feedlot operations which would diminish the annual deficit in meat production.

The expansion in acreage will probably continue for a few years but it is obvious that the number of acres suitable for corn production is limited and many of them

TABLE 1. Production of grain corn in Québec 1908-1970<sup>a</sup>

Year	Acres	Total yield in 1,000 bushels	Average <sup>b</sup> yield per acre
1908 <sup>b</sup>	33,600	1,126	33.5
1917 <sup>b</sup>	74,300	1,803	30.2
1931 <sup>b</sup>	6,700	183	27.3
1966 <sup>c</sup>	17,700	1,152	65.0
1967 <sup>c</sup>	20,000	1,558	77.9
1968 <sup>c</sup>	30,000	2,535	84.5
1969 <sup>c</sup>	45,000	3,483	77.4
1970 <sup>c</sup>	93,450	7,022	75.2

<sup>a</sup>Field estimates indicate that about 125,000 acres were planted in 1971.  
<sup>b</sup>M. Hénault. 1970. Approvisionnement et utilisation du maïs-grain au Québec. Department of Agriculture and Colonisation.  
<sup>c</sup>Agricultural Statistics. 1970. Québec Bureau of Statistics. No official statistics available from 1932 to 1965.





require considerable improvement. It is also calculated that self sufficiency can be attained with 250,000 acres, but outside competition will impose restrictions on the capacity of expanding. The prospects for the future are still bright but it is easy to foresee a stabilization of the production.

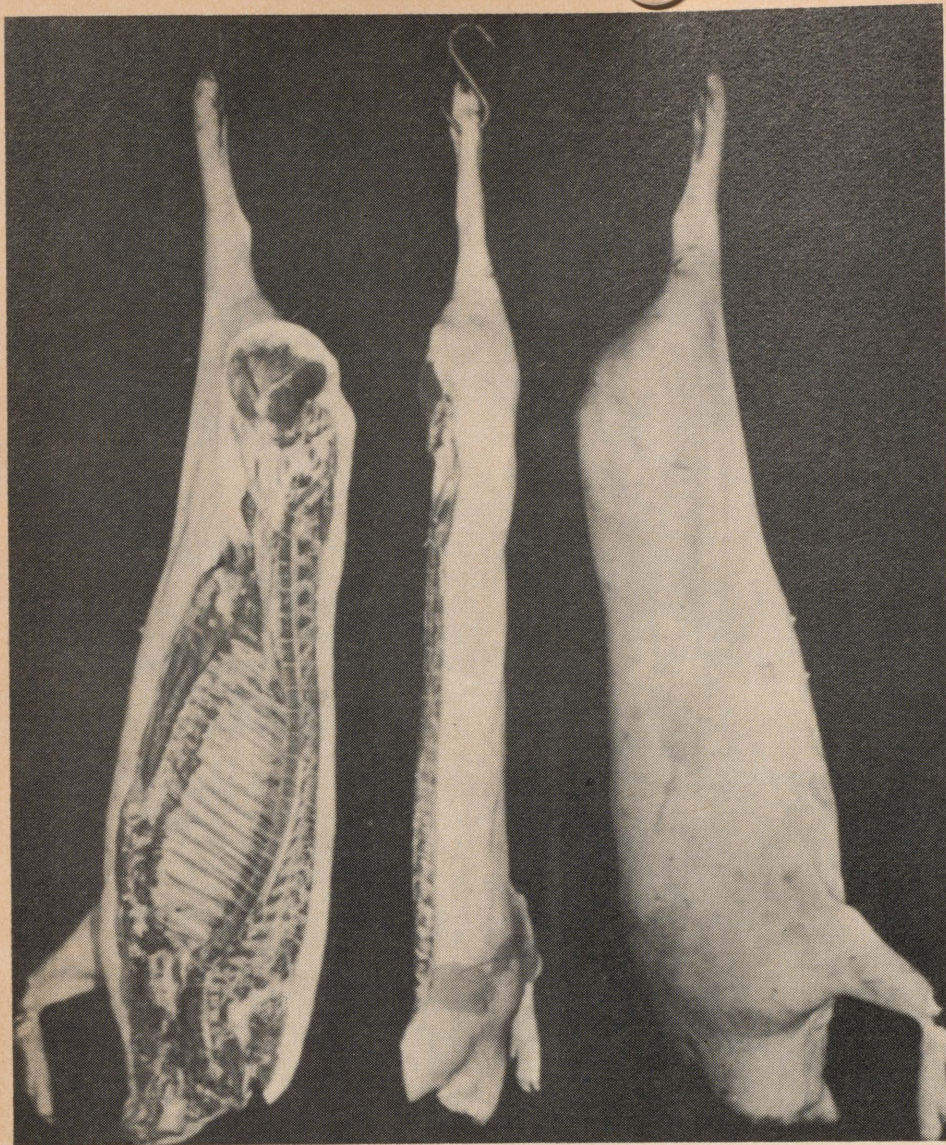
The repercussions of corn production on connected industries and on the farmer's attitude have been tremendous. We have witnessed in the last few years the establishment of new fertilizer plants and of drying units and elevators. Seed retailers are more numerous and apparently more prosperous than ever. For the farmer, corn is a cash crop which requires more knowledge and better management than other crops. However, at the same time he realizes that agriculture is more of a business than a way of life and this will be beneficial to the whole profession.

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Department of Agronomy.





## PORK

Should I make use of an empty building and spare labour by keeping 200 hogs for finishing this winter? Last August this question got an immediate answer as follows: You don't stand to lose any potential profits by leaving your building empty until next spring and the available labour is no better working for nothing than doing nothing. On the other hand, there was every possibility that the slow price improvement, underway since early summer, would fall short of the break even price of \$28-29/100, basis 100 index. In terms of recent history to get \$28-29/100 in Quebec, Toronto prices have to float a bit over the \$30 level. From all available information, Eastern hog production is at about the same level as one year ago when the real downward slide to \$20-21 started. Talking

to local producers there is evidence that those getting out of hogs did so when prices fell a year ago. Those in the business now probably have costly, specialized units which rule out any real change in rate of production. As an example, one 500-batch hog unit has lost the integrator \$5,000 per batch, over the last two batches, but is being refilled in the hopes that prices will approach break even levels for the newly started batch.

If anything, Quebec production is creeping upwards and cheaper feeds, either Western barley, or local corn, will encourage gradual increases in Eastern production.

Even though Western output is slightly down, this could be changing even as this is written due to large barley supplies. Finally the whole industry is enjoying a domestic disappearance of

pork products that is without precedence. Freezer storage stocks are sharply higher than a year ago and until these are reduced they will exercise a drag on price increases.

I will venture a guesstimate — that pork supplies will continue at about the same level in the East and will start climbing in the West, and the U.S. prices could peak this late winter at \$30 and then a reversal could take place similar to what happened in the early summer of 1970. Producers who don't have their own farm-grown feed and feeder pigs will not make much money out of hogs for some time to come. The fact that pork consumption has increased by about 10 pounds per person since we began to have ample supplies 18 months ago has really saved the producers' "bacon" recently. Continuing trends to leaner hogs — hence increased quality and better consumer acceptance — could mean another few pounds per person per year and this should be the industry's immediate goal.

In closing, remember that a farmer who has his own farm-grown feed can live with \$28-29 hog prices for a long time. If a producer cannot compete with this type of operation, one which is on the increase in Quebec wherever corn can be grown, he had better look for a way to get out from under. This "new look" hog farm is going to be the pacemaker for the industry in the next five years.

Gordon C. Thomson,  
Information Officer.

## BEEF

Prices for market cattle in 1972 are likely to hold at close to the relatively high levels reached in 1971. The average 1971 price (live) for choice steers at Toronto, for example, is expected to be close to \$34, compared to \$24 in 1964. With beef prices expected to hold at about the same level through 1972, and plentiful supplies of grain keeping feed prices at reasonable levels, the producers of market beef can be reasonably confident about the year ahead.





There are some clouds on the horizon. Cow numbers have been building rapidly in the West, triggered by the sharp increase in feeder cattle prices in 1968. A 10 percent increase in cows and 20 percent in heifers occurred between June 1, 1970 and June 1, 1971. This hold-back to increase breeding herds reduced marketings and was a significant factor in maintaining the relatively high beef prices in 1970 and 1971. The number of beef heifers marketed in 1970, for instance, was 13 percent below 1969. The hold-back of heifers gradually declined through 1971 and can be expected to decline further in 1972. The increase of heifer marketings that will result will increase the total marketings in 1972.

The increase in cattle marketings resulting from the rapid build-up of breeding stock in the West is not expected to depress slaughter beef prices significantly in 1972. This prediction is based on the assumption that (1) U.S. prices are going to hold at about the same or higher levels than last year, and (2) the Canadian market will continue to absorb increasing amounts of beef. The drop in the total per capita consumption of beef in 1970 by more than three pounds leaves some possible doubt about the latter. Fed beef (top grades), however, will probably continue to move at prices similar to 1971.

### Feeder Cattle

The increase in feedlot capacity in Alberta and heavy feed supplies in both the West and the East kept feeder calves and yearlings this fall (1971) at even higher levels than in 1970. The result — more Eastern buyers backed off, and the movement of Western feeders eastward continued a decline that started in 1968 with a sharp rise in feeder cattle prices.

The Eastern feedlot operators, who stayed with Western calves and yearlings, paid high prices. I visited one experienced Ontario feedlot operator in mid-November who had just landed 1,100 450-pound crossbred calves (Charolais/Hereford) at a cost of 48 cents. His confidence was based on a price of 35 cents for choice steers when they go to market in the fall of '72. At his carefully calculated total cost of 22 cents for a pound of gain, he expects the 13 cents a pound on the 700 pounds he puts on each steer to give him his profit over the 13 cents a pound he loses on the 450 pounds he bought.

The farm and commercial feedlot owners in Eastern Canada with "local" calves and yearlings — and there are more of them this year — also paid more this fall than last for equal quality. The black and white of the dairy/beef crosses and

straight Holstein are even more prevalent in feedlots than last year. One feedlot owner I visited in the Ottawa Valley, who shifted from Western to Maritime steers, landed dairy/beef yearlings for under 30 cents. He admits the colours and shapes are not what he would choose but he is happy with the purchase. He believes the grade and price the cattle bring next fall will not be quite as high as with Western steers, but at the price he paid, he will not lose on the pounds he bought. He is confident the cattle will gain just as fast and convert corn silage just as efficiently as the Western steers.

This farm feedlot operation, like most, is already committed for 1972. The relatively high prices paid for feeder calves and yearlings this fall (1971) were based on selling market cattle at equivalent or higher prices in 1972.

Any attempt to forecast feeder cattle prices in the fall of 1972 and the immediate year following should not be taken seriously. The feed supply will be an important factor, and crop conditions for next year are next to impossible to predict.

There are a few things that can be predicted. There will be an increase in the supply of feeder calves and yearlings in the fall of 1972, the result of the continued



expansion of cow herds. The U.S. situation is similar. Expanding cow herds, in spite of the drought in the southwest, will mean larger feeder cattle supplies.

The most substantial increase in feeder calves and yearlings as a result of the build-up of cow numbers is expected in the fall of 1973. This could be the critical year.

What happens to the price of both feeder and market cattle in this period of greater supplies will depend heavily on the ability of the market to absorb the increasing amounts of beef. There will be more people to eat beef. The question is will they eat as much or more per person. If the drop of three pounds per capita in 1970 is the beginning of a trend, the beef producer could be in for a period of lower prices.

### Quebec and the Maritimes

Expansion in beef production in Quebec and the Maritimes will be limited. There are likely to be more small beef cow herds develop on a non-commercial basis as more farms are utilized by families not dependent on the farm for a living.

With a brighter outlook for dairying, the interest in raising a few dairy steers to supplement income on dairy farms is not likely to increase. More small feedlots may develop where dairy steers are grouped and fed to market weight. The bumper corn crop is likely to stimulate more of these small feeding units in 1972. Although most of the dairy steer feeding has been based on corn silage, corn cob meal and corn grain are being used by some feeders. One small feedlot operation I visited in Quebec recently is feeding only corn cob meal with a small amount of a protein supplement. On this ration, his steers are gaining three pounds a day and grading mostly standard and good, with a few making choice grade.

The use of beef sires or semen on dairy females is not likely to increase in the year ahead, except where there are programs of producing exotic breed crosses. The improvements in the dairy situation, and the resulting good

market prospects for the sale of dairy heifers at home as well as abroad, will keep most dairymen breeding to Holstein sires.

The price of Holstein bull calves is likely to be as high or higher in 1972 than in 1971. The demand and price of veal will continue to rise, and with the good corn crop, and high cost of Western feeder calves, more Holstein calves will be in demand for feeder steers.

P. Y. Hamilton,  
Associate Professor,  
Department of Animal Science.

## TRADE

The prospects for trade domestically and internationally for Canada and Canadian agriculture are reasonably bright. At this writing, the U.S. is devaluing the "dollar" and removing the "surcharge". Both moves should stimulate economic growth and development for our neighbour and largest customer. The removal of the surcharge will aid our exporters directly by reducing the prices of Canadian goods in the United States. If the Canadian dollar remains roughly at par with the U.S. dollar, Canadian exporters will find growing markets internationally. However, Canadian and U.S. consumers will find themselves paying more for most foreign goods and services.

Canada's trade with the rest of the world is very much a function of economic activity at home and abroad. When we are growing and prospering our imports climb, and when the rest of the world is growing and prospering our exports climb.

The relative valuation of the Canadian dollars to other currencies affects trade too. The exchange rate climbs of the past year associated with Canada's return to a freely floating exchange rate has, we believe, not had as an important effect on trade as has the tapering off of economic conditions in some of the economies of the world's major trading nations.

However, the move to easing trade policies, the repeal of the U.S.

surcharge and now the devaluation of the dollar and the realining of the world's currencies should provide a major stimulus for economic growth and thus growth in international trade. Canada as a major trading nation stands to gain, for more than most trading nations, a large proportion of our G.M.P. is related to trade.

On the domestic market we expect growth both in the amount of goods and services available and unfortunately growth in prices and costs. One of the contributing elements to this rise in prices and costs is the growing welter of interprovincial trade restrictions. Quebec has its FEDCO to keep out low cost eggs from Ontario, Manitoba and the Maritimes, thereby denying Quebec consumers low priced eggs. The object is to preserve the captive Quebec consumer for Quebec egg producers. The inevitable retaliation has occurred. Ontario and Manitoba have instituted legislation to keep out certain low cost Quebec agricultural products, notably chicken broilers. Thus efficient chicken broiler producers in Quebec are hurt, and consumers in provinces erecting these trade barriers are hurt because they must consume restricted, higher priced local supplies.

The Canadian Wheat Board is one of the worst offenders in instituting interprovincial restraints to trade. The Wheat board has perpetuated a domestic "two price" system for years on wheat and feed grains. One price, a freely determined price internal to a province, say Saskatchewan, and another price for "consumer" provinces of the Thunder Bay Wheat Board price plus the cost of transportation less the feed freight subsidy. Thus in the fall of 1971 feed oats in Saskatchewan in farm to farm transfers was roughly 35 cents/bushel or \$1.00/cwt while in the Ottawa Valley and Eastern Quebec the price for Western feed oats was \$2.40/cwt (give or take 10 cents).

This wartime feed freight policy has long out lived its usefulness and the same goes for the Wheat Board's "two price" policy for both serve to distort the best allocation of grain and livestock

(Continued on page 20)



# The Family

# Farm

Published in the interests  
of the farmers of the province  
by the Quebec Department of  
Agriculture and Colonization

## QUEBEC FARM CREDIT BUREAU

### Grants to Promote the Development Agricultural Exploitations

During the 1970-1971 fiscal year, the Quebec Farm Credit Bureau paid Quebec farmers, under the Act to promote the development of agricultural exploitations, \$837,800 in the form of grants for general improvements to their farms, and \$79,601 to help them carry out a program of improvements to their lands and buildings, this latter figure being part of a total sum of \$2,463,000 committed to be paid out gradually for such improvements.

These figures are taken from the Quebec Farm Credit Bureau's annual report. Under the above-mentioned act, farmers aged 21 to 40 who are settling on a paying farm may obtain a grant of \$1,000 to make general improvements to their farms and up to \$3,000 to carry out a program of improvements to their land and buildings. Under the same act, farmers enlarging their farms may obtain a grant of \$2,000 to help them carry out a similar program.

### Paid Out \$25 Million in 1970 Under the Farm Credit Act

Approximately 1,780 loans totalling \$24,282,650 were granted between April 1, 1970 and March 31, 1971 by the Quebec Farm Credit Bureau under the Farm Credit Act, according to the bureau's annual report recently submitted to the

Quebec minister of agriculture, Mr. Normand Toupin.

The Farm Credit Act provides for loans of up to \$25,000 or 90 per cent of the value of land and buildings on condition that the borrower satisfies certain requirements.

The average amount of these loans in 1970-1971 was \$13,650 as compared with \$11,144 in 1969-1970 and \$10,319 in 1968.

Since 1937, when the Farm Credit Act was first implemented, the bureau has granted 86,464 loans for a total of \$408,234,045.

### Over \$2 Million Paid Out Under The Quebec Farm Loan Act

Between April 1, 1970 and March 31, 1971 the Quebec Farm Credit Bureau paid out \$2,265,620, under the Farm Loan Act, in the form of interest which the Quebec government pays on behalf of borrowers from the Federal Farm Credit Corporation. This brings the total amount paid by the government for this purpose since May 1, 1962 to \$9,950,445. These figures are taken from the Quebec Farm Credit Bureau's annual report.

The Farm Loan Act authorizes the Bureau to repay Quebec farmers a portion of the interest on mortgage loans they obtain from the Farm Credit Corporation and on loans granted under the Veterans' Land Act to those who are full-time farmers in the province.

### Loans in 1970-1971 Under Farm Improvement Act

During the 1971 fiscal period, 7,853 Quebec farmers obtained 8,794 loans totalling \$24,035,635 under the Farm Improvement Act which is administered by the Quebec Farm Credit Bureau.

Under this Act, the bureau pays 3 per cent interest on loans granted to farmers by chartered banks, Credit Unions ("Caisses populaires"), and establishment groups. Loans obtained under this act since its introduction on January 1, 1962 now amount to \$208,121,580.

The average loan during the past year was \$2,733, a considerable increase over the corresponding estimate of \$2,341 for the previous fiscal period.

According to the bureau's annual report to Mr. Normand Toupin, Quebec minister of agriculture, from which these figures are taken, 59 per cent of these loans were made for the purchase of farm machinery and equipment, compared with an average of 67 per cent used for this purpose since 1962. Corresponding proportions of borrowings under the act used to buy livestock are 18 per cent for the past fiscal period as compared with 10 per cent since 1962, and for land improvements 1.27 per cent as against 0.56.



### **Special Allotment of \$5 Million to Help Hog and Poultry Producers in Quebec**

The Quebec minister of agriculture, Mr. Normand Toupin, has announced that his department will spend nearly \$5,000,000 to help producers of hogs, heavy turkeys and consumer eggs who are suffering from the difficult economic situation involving these production sectors throughout Canada and especially in Quebec.

Of the total of \$4,977,691 allotted for this purpose, \$2,915,711 will be used to help hog producers, \$1,750,000 will go to egg producers and \$312,000 to heavy turkey raisers.

Mr. Toupin pointed out that this assistance by the government and in particular by his ministry is amply justified by the importance of these productions in Quebec's agricultural economy and the imminent danger of disappearance of a large number of producers.

According to Mr. Toupin, this subsidy of approximately \$5,000,000 will quickly alleviate the precarious situation in which these producers now find themselves, pending revision by the federal government of national farm marketing policy and Canadian Wheat Board policy.

### **Three Quebec Potato Growers Rank High at Toronto**

Although the most important prizes were won by growers from P.E.I., Alberta and Manitoba, three Quebec potato growers also did very well at the Toronto Royal Winter Fair.

Fernand Dumont of St. Arsène, Temiscouata, took first prize in the section for Canso, Chippewa or Katahdin seed potatoes and also first prize for ordinary potatoes of these varieties.

Another Quebec grower, Gérard Drapeau of Petit Village in Kamouraska county took first prize in the section for Kennebec potatoes.

Mr. René Pedneault of St. Ambroise in Lapointe county won second prize in the section for Green Mountain and Gérard Drapeau won second prize for Kennebec.

### **Granby Agricultural Cooperative Makes A Sweep of Trophies at Fair**

The Granby agricultural cooperative has once again surpassed itself at the Toronto Royal Winter Fair by winning the highest number of points in four cheddar cheese competitions.

This Quebec enterprise also won the title of champion awarded to the cheddar cheese maker who makes the highest score in any of these four sections.

The Granby cooperative won first prize in each of the four above-mentioned sections with 98.20 points out of 100 in the section for white or coloured cheese made in June or July of 1971; 98.15 for cheese made in August, 98.30 for cheese made in September or October, and 98.25 in the section for stilton type cheese made from ordinary cheddar. The only other Quebec cheese manufacturer which entered for this contest, the

Montreal Milk producers cooperative, with a score of over 97.55, placed fifth with other competitors in the section for white or coloured cheese made in June or July.

The judges were H. E. Després, of Montreal and W. E. Bush of Belleville, Ontario.

### **90 per cent of the eggs sold in Quebec are Grade A**

Following changes made at grading stations, 90 percent of the eggs marketed in Quebec are grade A—which goes to show that these changes have not led (as had been claimed) to a deterioration in the quality of eggs reaching the consumer.

This conclusion was reached by Mr. Roger Paiement, poultry specialist in the Quebec agricultural products marketing service, after studying the information contained in the twentieth annual review of the poultry market published by the Canada Department of Agriculture.

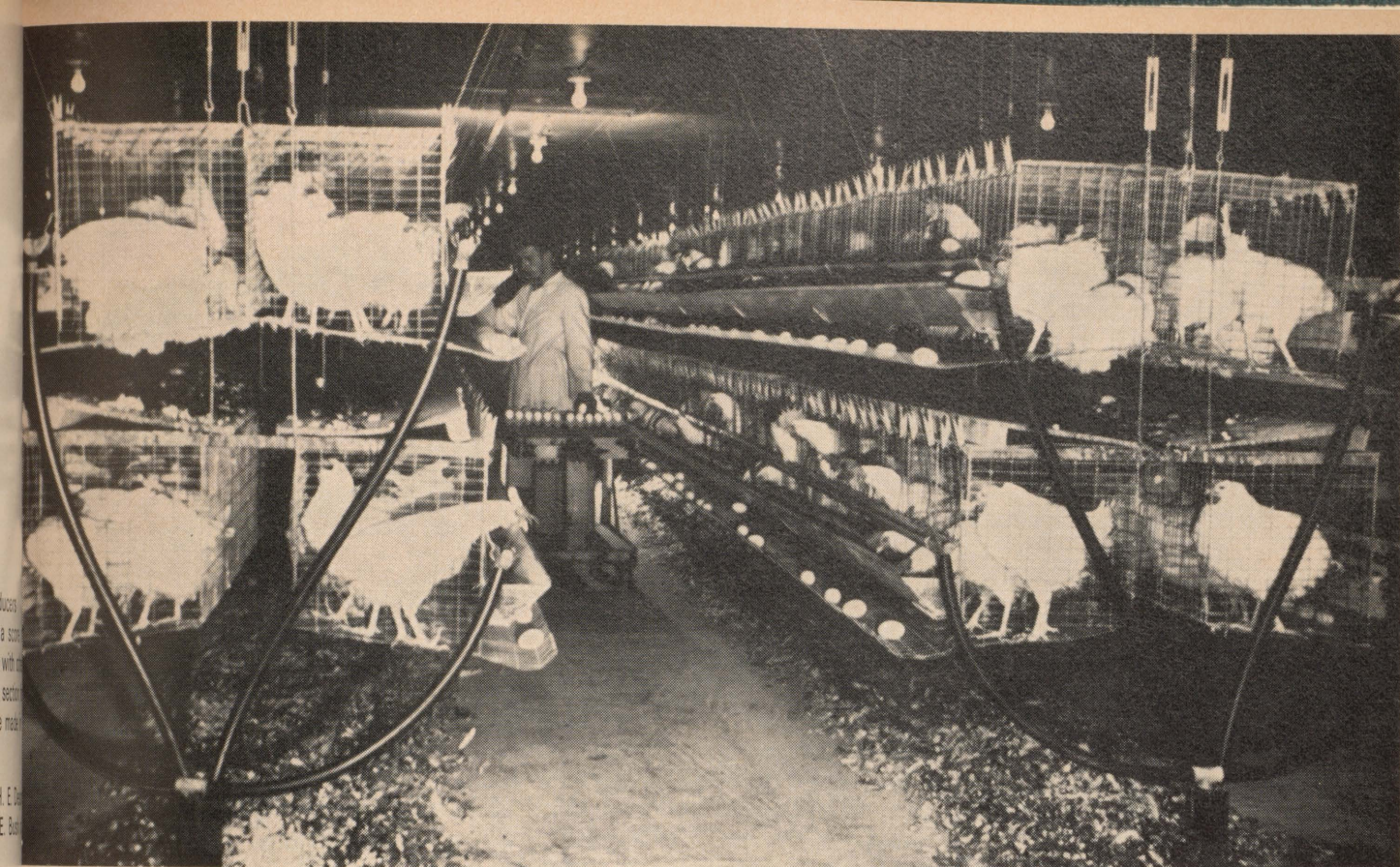
According to Mr. Paiement, this proportion of grade A eggs, although a little smaller than that reached by the Maritime provinces, is slightly larger than the percentage for the Western provinces and also than the Canadian average of 88.9 percent for the period 1966 to 1970.

Although the five-year average for Quebec showed a decline of about 2 percent, it is still at the enviable level of 91.1 percent.

### **A QUEBEC SPECIALTY**

Production of eviscerated fowl weighing upwards of four pounds





as become a specialty of Quebec poultrymen. The demand for heavier birds at a higher price than broilers being good, producers have developed this line and are finding it as paying more than other kinds of poultry — in fact to the extent that, because of their culinary possibilities, the market for these roasting fowl can be said to be competitive with that of broilers.

These are the main findings of a survey by Roger J. Paiement, adviser to the Quebec department of Agriculture's marketing service. They are based on analysis of federal statistics on chickens slaughtered between 1966 and 1970. The survey brings out the importance of this type of fowl in relation to total poultry production in Quebec and the other provinces.

Figures published on poultry slaughtering at registered stations show that the number of pounds of chickens weighing four pounds and over which were killed in Canada in 1970 was 14 percent of annual production, as compared with 12.2 percent for 1966. The average for the five-year period was 10.9 percent of the total weight of chickens.

For the whole of Canada, the average annual volume of eviscerated poultry weighing four pounds and up for 1966 and 1967 was 55 million pounds. Quebec's share averaging 41 million pounds a year or almost exactly three quarters (74.6 percent). These statistics indicate clearly that the production of fowl weighing upwards of four pounds is a specialty of Quebec poultry breeders.

The following table shows the annual production of heavy chickens in Quebec as compared to the total weight of eviscerated chickens.

Production of heavy chickens in Quebec		
	Millions of pounds	% of total production
1966.....	36.7	21.5%
1967.....	37.6	19.9%
1968.....	42.7	20.3%
1969.....	46.2	18.7%
1970.....	41.9	15.7%
5-year average...	41.0	18.9%

The results show that the volume of heavy chicken production increased from 1966 through 1969 but dropped significantly in 1970, and that there is an annual fluctuation in the volume of heavy chickens in relation to the total volume of chicken produced.

### Quebec's Poultry Production Capacity

An increase in the poultry production, added to inter-provincial marketing restrictions, is presently the cause of surplus stocks and reduced prices in Quebec, which are leading to difficulties in the marketing of poultry. This is the conclusion reached by Mr. Roger Paiement, poultry specialist at the marketing service of the Quebec agricultural department, following an inquiry into Quebec's poultry production capacity.

This inquiry carried out at the beginning of 1971 by a team of some 100 researchers, assessed the capacity of 3,178 buildings used in the production of poultry in some 1,894 enterprises. The aim of the study was to provide planning specialists with facts and figures needed to keep the volume of production in line with market needs and establish a valid basis for production quotas. The study would also be useful in helping producers, processors, and the agricultural department in adopting measures to regulate the supply of poultry in order to consolidate the market and thus establish profitable prices.



In particular, the inquiry listed producers in all the counties of Quebec. The reports resulting from the inquiry also specify the type of production and the size of each enterprise. Finally they provide an analysis for Quebec, and each county and agricultural region.

In general, according to the information from the inquiry, the space available in Quebec for the production of broiler chickens is 17.8 million square feet, and becomes 22 million if we take in the space suitable for the production of broiler chickens or other poultry.

On the other hand, the production of roasting chickens could occupy two million square feet. Taking into account the similarity in the buildings used in the production of broiler chickens and roasters, the total area for poultry production is 24 million square feet. As regards the space available for the production of broiler turkeys and heavy turkeys, it is respectively 3.5 million and 1.3 million square feet.

### Women's Handicrafts Contest

Federation number three of the Cercles de Fermières, rural women's clubs with members in Kamouraska, Montmagny, L'Islet and Témiscouata counties, came top in last year's provincial women's handicrafts competition at Expo-Québec.

The president of this federation, Mrs. Albert Lévesque, of Notre-Dame-du-Lac, Témiscouata, was awarded the trophy and various

prizes by the Quebec minister of Agriculture, Mr. Normand Toupin.

The Federation scored the highest number of points (119.1 out of 120) for the set of handcrafted articles submitted to technicians of the agricultural department's Information Division who judged the entries.

This year, the competition was open to all women's associations in Quebec. Two clubs of the Quebec Women's Institute took part with some very fine entries.

The names of the winners in each section of the contest are as follows: **poncho**: Mrs. Jean-Charles Laurendeau, Cercle des Fermières of St-Jean-Port-Joli, L'Islet, Federation no. 3; **table cover**: Mrs. E. Pilon, Cercle des Fermières of Vaudreuil, Federation no. 13; **coat and trousers**: Mrs. P. E. Bellemare, Cercle des Fermières of Dorion, Federation no. 13; **autumn dress**: Mrs. C. Yvon Tremblay, Cercle des Fermières of Bellechasse, Federation no. 4A; **afghan**: Mrs. Louis Trudeau, Cercle des Fermières of Boucherville, Chambly, Federation no. 9; **cushion**: Miss Pauline Gagnon, Cercle des Fermières of Ste-Marie, Beauce, Federation no. 5.

The winners received souvenir trophies.

### Marketing Producers' Groups Should Be Encouraged

In his recent annual report to the Quebec minister of Agriculture, the president of the Quebec Agricultural Marketing Board, Mr. Benoit Lavigne, refers to "serious efforts by certain producers' groups bound by joint plans to combine on a regional scale (as in the pulpwood sector) or even at the provincial level, like the fluid milk producers".

Mr. Lavigne adds that such large-scale groupings "should be encouraged and supported, with a view to more efficient administration and better coordination in the preparation and application of new regulations and policies in the different agricultural sectors". As an example, Mr. Lavigne cites the case of Quebec's fluid milk producers who have put an end to 28 local and regional joint plans in order to propose a province-wide plan to the dairy farmers concerned. At the final vote, 83.8 percent of them accepted this new Quebec fluid milk producers' joint plan. He also cites the example of certain organizations responsible for administering joint wood producers' plans who have amalgamated on a regional scale — probably as a first step towards a bigger and more complete grouping.

Mr. Lavigne points out that although — as a result of this trend — there are now fewer joint plans in the province than there were last year, they cover more producers in all the important sectors of our agricultural production.



Mr. Henri Cayer of St-Raymond makes considerable use of the St-Hyacinthe A.I. Centre's services. His Holstein herd is pictured below.

For instance on March 31, 1970, there were 39 joint plans in force, 24 of them administered by producers' boards, 11 by syndicates, and four by federations of syndicates.

During 1970, four new joint plans were sanctioned by the Agricultural Marketing Board following referendums, namely the Quebec poultry producers' plan, the St. Maurice region wood producers' plan, the Laurentian wood producers' plan, and the above-mentioned Quebec fluid milk producers' plan.

### Artificial Insemination of Cattle Increasingly Popular

Quebec farmers are making increasing use of the Quebec A.I. Centre's services, according to figures on the activities of the St. Hyacinthe artificial mating institution during the first five months of the current fiscal year.

The number of first matings carried out during April, May, June, July and August 1971 was 168,433 compared with 130,172 during the corresponding

period last year — an increase of about 30 percent.

The most marked increase was for the month of June, when 64,800 cows were inseminated as against 49,165 in June 1970.

The director of the Centre, Mr. Claude Hayes, believes that this trend is continuing and may result in 300,000 matings this year.





# QWI

A New Year before us,  
A Path all untrod,  
Move love for our neighbour,  
More wisdom, O God.

Sixteen counties reporting —  
Argenteuil, Baldwin-Cartier,  
Bonaventure, Brome, Chateaguay-  
Huntingdon, Compton, Gaspé,  
Gatineau, Mégantic, Missisquoi,  
Montcalm, Pontiac, Richmond,  
Sherbrooke, Stanstead, Shefford.

With over 60 branch reports  
before us this month we regret  
that few branches can be  
mentioned specifically. We marvel  
at the W.I.'s influence for good in  
the lives of numerous people in  
many communities in this province  
(even some farther afield) ...  
encouragement to children and  
teachers in the schools, kindness to  
retarded and emotionally disturbed  
children, thoughtfulness and  
consideration for senior citizens as  
well as remembering the lonely,  
the sick and the shut-in. And, in the  
midst of all this, the members'  
own lives are being enriched. We  
feed a justifiable pride in our  
organization.

Seven branches report a total of  
11 new members. Welcome!

Evidence of the success and  
importance of the Four-County  
Members' Conference held  
recently at Richmond is shown in  
a number of branch reports.  
Mrs. Grace LeBaron, speaking at  
**Stanstead's** County meeting,  
highly recommended the  
Conference and expressed the hope  
that more of these would be held  
as they would improve the  
members' knowledge of the W.I.  
and its work. Another highlight of  
the **Stanstead** County meeting was  
a visit by the County Fair

Handicraft judge who took the  
year's list of articles and gave  
sewing and knitting hints. As one  
member remarked, "It was like  
the 'good old days' when a Q.W.I.  
demonstrator visited a branch."

**Sherbrooke's** five branches  
assisted in decorating a float for  
the annual Optimists' Parade.  
This being **Lennoxville's** Centennial,  
it was a "special." The float  
represented "Aunt Dinah's Quilting  
Party." Four ladies were busy  
quilting, one was rocking a cradle,  
one was knitting and one was  
preparing a meal. All seven ladies  
were appropriately dressed. A  
generous cheque was received for  
first prize.

The 25-year pin idea appears to  
be catching on. Eight members at  
**Clarendon** received their pins, an  
excellent way to honour branch  
members for faithful service.

Thirteen branches reported  
observing Remembrance Day in  
various ways.

Indoor gardening at **West Island**:  
Mrs. Shirley Braim set up a display  
and write-up for planting and  
growing hyacinthes indoors.  
Members bought the bulbs and are  
now awaiting the spring contest  
for the most successful gardener.  
This branch is receiving handicraft  
instruction in leather and Macrame  
and held a successful flea market.  
The members have been taking a  
special interest in the Allencroft  
Residence for emotionally disturbed  
children.

Many branches report giving  
generous support to the UNESCO  
Gift Coupon Project 523 — a  
Landrover which has been pledged  
by the FWIC to assist the

Lesotho Homemakers' Association  
(Africa).

Seven branches report "travelling  
near and far" via slides.

At **Lennoxville**: Suggestions on  
"how to improve our W.I.", a  
special book study, also show and  
do at meetings.

**Quyón** agreed a woman should be  
on the school board. They heard  
interesting facts regarding school  
board elections, who may or may  
not hold office and duties of  
elected members. At another branch  
a Town Councillor explained the  
responsibilities of various  
departments and special com-  
mittees, how evaluation of  
property is done and the sources  
for financing.

Learning how to: Weave with a  
small loom ... Bouclair Stretch  
Sew courses ... speak French ...  
decorate cakes ... insert an  
invisible zipper, pleats to stay, sew  
buttons on heavy material ...  
write an article for the newspaper ...  
crochet.

Read from **Spooñer Pond**  
program: "To do this job was quite  
a task, To please each one, we  
cannot ask. But better smile and  
say 'well done,' For next year,  
you may be the one."

Visits to Waterloo Hospital: For  
the last two years several members  
of **Waterloo-Warden** visit the  
hospital every four weeks.  
Occasionally tea is served to the  
patients, flowers, plants and reading  
materials given to patients, also  
small articles suitable for bingo  
prizes. Some of the members'  
husbands go along to chat with  
the men patients.



### Compton County (Hemmingford):

Mrs. Gordon French, Q.W.I. Agriculture Convener, Mrs. Wells Coates, County President, and Miss Marion Ord, County Treasurer, participated in a joint Q.F.A.-W.I. meeting (the Q.F.A. having invited the W.I. to assist in the program). The theme of the meeting was Government in Agriculture for both the speaker and the panel discussion which followed. From the final evaluation — "There is only one way to solve the problems of agriculture and that is by the farmer himself. It is difficult to have long term planning in these days of rapid change. Can we not learn by our past mistakes and the mistakes of other countries. There is nothing like success. We will make a joint effort to find in our role as farmer".

Some findings from roll calls: Changes we would like to see in our schools. **Stark's Corners:** Too often pupils do not feel free to ask for extra help. One teacher is recommended for junior grades. This is disturbing for some children to keep track of pencils, etc., when having to change rooms and the teacher does not get to fully understand their problems. The staff should be commended for attempting to place each child with a class teacher where the child feels happy.

Help to schools and to children: thirteen large boxes sent to 52 Eskimo children in N.W.T.; gifts to Indian children at LaTouche and the Yukon; Cubs; cafeterias; capsules; swimming lessons; bus transportation; UNICEF; Children's home; year books. Hospitals, Homes, etc., helped in various ways: Douglas Hospital, Cecil Butters Hospital, Dixville home, Lachute Residence, Legion,

Heart Foundation, Ade Hospital, CANSAVE, Wales Home, Anti-T.B. fund, Old People's Home.

Raising funds by catering, talent money, drawings, auctions, recipe sales, card parties, bazaars, bake sales, salad tea, raffles, catering, surprise parcel sale.

### Up North and Up-to-Date

**Matagami** was just three years old and very much a pioneer town when a few ladies assembled to form the local branch of the Q.W.I. A scattering of new homes in the northern bush, dirt roads which formed mud baths when it rained (which was often), and no shopping centre, no hospitals, no recreational facilities. To those city slickers who still refer to us as being uncivilized we scoff — we have pioneered!

Being a mining town, Matagami seemed a remote candidate for affiliation with the W.I., an association generally connected with agricultural communities. In many respects we are different. For instance, our Agriculture Convener is not too active as far as agriculture is concerned. Instead, she takes an active interest in Indian affairs, visiting the Indian village frequently, and she has been instrumental in persuading the Department of Indian Affairs to install wash trailers at the village.

Over the past years we have had self-improvement courses in home nursing, first aid and needlepoint. During one recent winter, our Health and Welfare Convener conducted a "Keep Fit" program. To keep our bank balance healthy, we sponsor card parties, bake sales and an annual rummage sale.

On the other side of the ledger, we donate to worthy causes including our school library. Every June, at our last meeting of the season, we treat ourselves to a birthday banquet, and it is always an added bonus to entertain a member of the Provincial Executive.

We are civilized now, with a modern civic centre housing an all-season swimming pool, theatre, bowling alley and library. We have a shopping centre, tennis courts, golf course, curling rink and skating rink. All facilities are utilized by young and old alike. Several years ago, our branch petitioned actively for a hospital, so we feel a special pride in our new 25-bed hospital.

Because Matagami now serves as a base camp for Quebec Hydro during the development stages of the James Bay project, we are hoping our numbers will grow and that the W.I. in Matagami will continue to serve the community.

### Peanut Butter Cookies (Beechgrove)

½ cup brown sugar  
½ cup white sugar  
½ cup shortening  
⅓ cup peanut butter  
1 teaspoon vanilla  
1 egg  
1 teaspoon soda  
½ teaspoon salt  
1 cup flour

Follow usual procedure for making peanut butter cookies. Using a teaspoon, roll into balls and place on cookie sheet. Flatten with a fork dipped into cold water. Bake at 325 degrees F. for 12 to 15 minutes.



## Children's Fair

**Spooner Pond** children held their annual fair at the home of Mr. and Mrs. L. Davidson in late September. The vegetables were displayed on shelves in a large garage. The exhibits included carrots, beets, onions (five of each on a plate), one pumpkin, one buttercup squash, three spikes each of zinnias, marigolds and phlox. All exhibits, which were numbered, were judged individually and then as a collection.

First prize was 50 cents, 2nd, 35, 3rd, 25, 4th, 15, and 5th, 10 cents. Mr. Davidson, who has entered fairs for quite a few years, consented to be judge and was given a small gift of appreciation. Mrs. W. Brock, Agriculture Convener, presented the prize money to the children. Each child was also given gifts of candy and gum.

This year the adults were asked to grow potted plants of geraniums and coleus which were brought for exhibit and judged.

## The Dixville Home

Several members of the **Cleveland W.I.** paid a visit to the Dixville Home, enjoying a picnic lunch on the way. They were welcomed and conducted on a tour of the individual houses by one of the nurses. The members were attracted by the flowers and orderly appearance of everything about the Home.

A homelike atmosphere is attained by having a few children in each of the houses. Each has a kitchen, dining room and living room. The

living room is carpeted and furnished with a chesterfield and easy chairs. The bedrooms are decorated in attractive colours with matching drapes and bedspreads.

There is a central kitchen where much of the food is prepared. Sick children are cared for in a small hospital and a doctor comes regularly.

Treats may be bought by the children at a small shop. There is a recreation room for games and other activities. Crafts are taught to those who are able to learn. One boy has been busy making wool rugs. Some are able to attend school and are taken by van.

There is an auditorium where concerts are put on by different groups. Some children take music lessons. In a chapel, three different religious denominations hold services.

Those capable help with the work — such as in the laundry. Others have pets and look after them. A nearby brook provides a place for swimming.

A gift of flannelette was presented by the branch to help in carrying on this good work.

## Shipton — Over the Years

The **Shipton** branch of the Women's Institute was organized by Miss McCain, demonstrator of the Q.W.I. at Macdonald College, through the efforts of Miss Gwen Elliott in April, 1932.

The first president was Mrs. H. Gregory and the first meeting was

held in the rural school at Nicolet Falls with a very good attendance. Later, the meetings were in the old Masonic Hall in Macleay and Riddle Bros' store — where the B.A. station now stands. In 1936 Quebec Farmers extended to the W.I. the privilege of using their new club house for meetings. This kind offer was accepted and the ladies assisted in furnishing the kitchen, made curtains for the hall and refreshments for the house-warming. Meetings were held in the hall until it was sold a few years ago.

Shipton W.I. was active in Red Cross work during World War II. Seeds were given children in rural schools to be grown and exhibited at school fairs. Each child planted and cared for their own garden. A silver cup was donated by Miss Gwen Elliott. Successful holders being Castlebar, Maple Valley and Pinnacle Schools. The rural schools are now gone but the cup was placed in the Danville High School.

In 1941 the Scottish Rural Women visited Canada and were luncheon guests of Shipton W.I.

The first free inoculations in the County were sponsored by the branch. At the present time, this branch takes special interest in the Cancer Society, as well as social welfare, retarded children, and the school fair. A wreath is placed on the War Memorial each November 11.

Our membership at the present time is just over 20. We raise funds mainly by food sales and a drawing on a quilt.



## Asbestos-Danville-Shipton School air

The Shipton Women's Institute trophy was presented to Jolene Walker, a level 5 pupil of the A-D-S school for having 20 winning exhibits in the annual event sponsored by the Institute.

There were 223 entries made by the students in exhibits of flowers, vegetables, art work, etc. Debby Walker placed second with 19 winning entries. In the photo, left to right are Mrs. R. Hull, President of the Shipton W.I. who is seen presenting the award to Jolene, while Mr. R. Dewar, Headmaster, looks on.



## Enjoying Old Montreal

A group of 20 ladies of the Lewistown W.I. had a most enjoyable and informative conducted walking tour of Old Montreal on Thursday, September 16. The group was most fortunate in having as their guide Mrs. William Tetley, who had been a volunteer guide every Wednesday during the summer when free tours were offered to tourists.

The ladies were met by Mrs. Tetley at Place d'Armes and the tour started at Notre Dame Church and the Sulpician Seminary. The old stone seminary, which was built in 1670 and is the oldest standing building in Montreal, consists of three storeys and three basement levels. Atop the building is the oldest clock in North America, which had wooden works until 1966 and was erected in 1701. This building is now used as an administrative building.

Across the street in Place d'Armes is the Maisonneuve statue on the site of his battle with the Iroquois in 1642. It was erected in 1895 by the citizens of Montreal as a tribute to the founder of Canada's largest city. On the opposite side of Place d'Armes is the old Bank of Montreal building.

As the group continued east along Notre Dame Street, they paused to view and to hear about the commercial buildings where fur traders had their headquarters. The three court houses are in close proximity, the new one having been opened just recently.

From Vauquelin Square can be seen the office windows of Mayor Drapeau in Hotel de Ville. In the Square is the statue of Vauquelin (1728-1772) and a pretty fountain. Across the street is Nelson's Column, which is 50 feet in height. Pausing in front of the Chateau de Ramezay, the group learned of the early history of this big home and about various features of its construction. Many of these old homes had a stone fire wall built up at each end of the roof as a precautionary measure in the event of fire.

Turning down Bonsecours Street, the Louis Joseph Papineau house was pointed out as well as other buildings of historical interest. Going west along St. Paul Street, the group passed the old Bonsecours Market and Rascoe's Hotel. The tour terminated in Jacques Cartier Square with a visit to La Maison Del Vacchio which has recently been restored as closely as possible to its original condition. Here there is an exhibition of Canadian glass on the main floor, and in the basement there is a collection of old pictures of Montreal in the early days.

This is principally a tourist area which attracts thousands of visitors who are taken back in time to the early days of Canada's history. Much restoration has been accomplished and still more is planned for the future.

## On the Mend

After several weeks in hospital following a car accident, Provincial Secretary, Mrs. A. Burgess, is recuperating at her home in Huntingdon. We were very sorry to hear about her accident and pleased to learn that she is feeling better. Our best wishes go out to her for a complete and speedy recovery.

## Hints on Growing African Violets

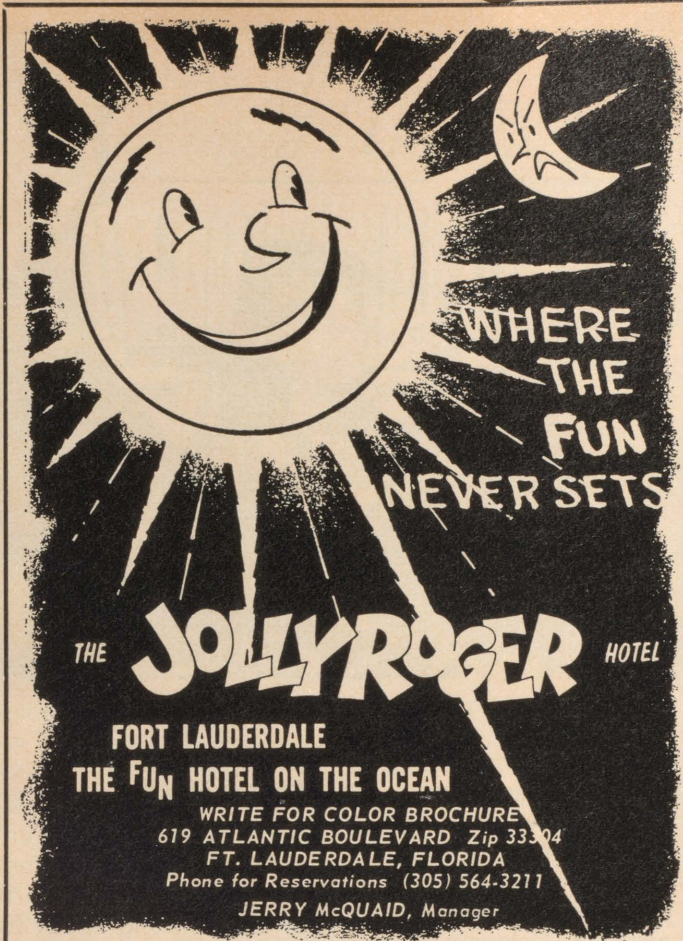
Did you know that you can cut off an old African Violet plant with a crooked neck? Cut the stalk off until it is straight. Trim leaves off where necessary. Let stalk dry and put in new soil with some vermiculite mixed in. It will be just like a new plant. When you get some new Violet leaves and they are wilted on arrival, place in a container with cool water. Place leaves on their backs in the water for several hours until firm.

Mrs. Raymond Warwick, Argenteuil Co. W.I. President.

## Prescription Please (See Publicity Outline)

Problem: The president or chairman brings up an item of business... a decision must be reached but few if any members will say anything. Is there a tactful way to encourage more group participation?





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THE  
FUN  
NEVER SETS**

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JERRY McQUAID, Manager

production in Canada — hurting some kinds of producers in the East and in the West and similarly hurting consumers.

Interprovincial restraints to trade have been with us for a long time; the loss to consumers must be obvious, the loss to efficient producers must be equally obvious. The use of provincial marketing boards to protect inefficient high cost producers within a province make no sense. Surely the whole Canadian market should be open to all of Canada's farm producers regardless of where they are located. Let them compete freely and openly on price, quantity and quality. Then production will be able to freely shift to its lowest cost location in Canada, allowing Canadian farmers to make their maximum contribution to keeping costs down in production and consumption.

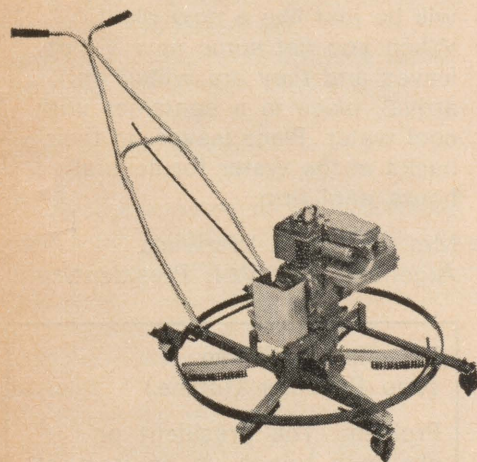
We make no projection that our provincial governments will make the needed changes to facilitate free interprovincial trade but hopefully they will.

C. B. Haver,  
Associate Professor,  
Department of Economics.

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## EMPLOYMENT

For the last few years I have written articles for this and other publications predicting a trend. As all predictors I have been right and wrong. Seldom, however, have I done an about face. Now the scene in agricultural employment has changed as has the employment picture in most fields. Tradition has been satisfied for the most part. We have young, aggressive animal scientists in both government and industry looking after the livestock needs of better feeding, better housing and higher yield. Our young men in the fields of agronomy, plant pathology, food chemistry and the like are also in abundance. Now employers are looking to our educational institutes for different requirements. The demand is for pollution experts, environmentalists, and resource reclaimers, but by far the biggest demand is for innovators, gamblers, and high



potential individuals with maturity  
and bilingualism. The ability  
required today is not that of being  
able to feed the cow but of being  
able to inform the farmer that  
better feeding is necessary.

Today the man who puts his head  
in the block with innovation  
and maturity is of twice the  
potential to the employer than is  
a narrow, specially qualified  
individual with no ability to see  
beyond his own field. It is  
difficult to understand that the  
specialist is not obsolete, but is so  
efficient in his numbers that the  
major problem in this country is to  
sell his potential.

I started this article prior to a very  
informative luncheon during which  
it was found out that the profit-maker  
wishes to hire the profit-maker.  
What is required is a good man  
with maturity, mobility, preferably  
bilingual, whose prime concern is  
that he makes enough profit  
for the organization that hires  
him to progress. He may not be  
an absolute expert in his field of  
endeavour but he must understand  
that profit is not a dirty word. It  
may take a course in rural  
sociology to understand the rural  
farmers' problems. It may be  
that a six-week course in a  
business school allows him to use  
his education in a business-like  
manner. In fact, it may be that  
courses far removed from his  
background answer the problem.  
However, he must realize that the  
major problems facing today's  
industry are new concepts as yet  
unimagined, and industry is paying  
between seven and 10 thousand  
dollars a year for this information —  
merely for his training.

A new graduate is not, at the  
agricultural B.Sc. level, merely a  
graduate from post graduate school.  
He is a viable entity in his own  
right, totally capable of performing  
a satisfactory and, regardless of  
the professors' teaching and  
mentality, he must be ready to  
fit into society as it is and deal  
with it on existing and not on  
idealized-for terms.

Mr. Henderson,  
Manager,  
Student Placement Office.

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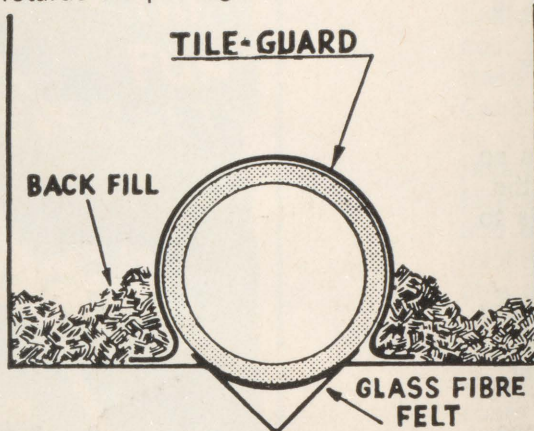
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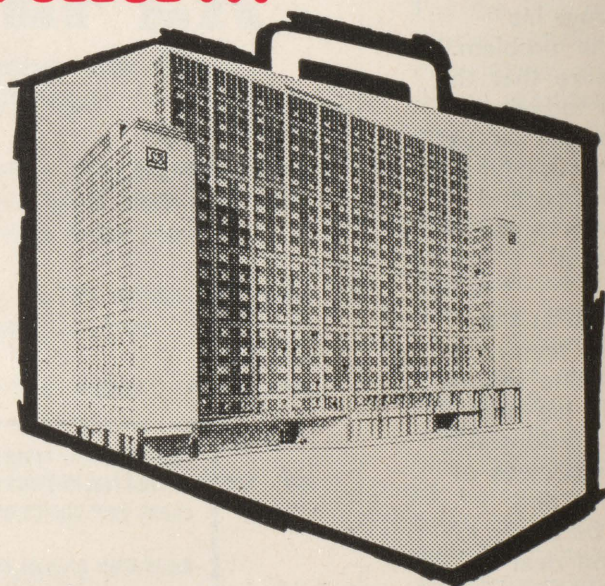
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